Table Of Contents

I. Executive Summary…….……1

II. Introduction A……..…4

II. Introduction B…….6

II. Introduction C…….…….…...8

III. Research Methods Used A……..…..…..9

III. Research Methods Used B……..….10

IV. Findings And Conclusions Of The Study A.……..…..11

IV. Findings And Conclusions Of The Study B……...…….……...15

V. Proposed Strategic Plan A…….……....……16

V. Proposed Strategic Plan B…….……...…….17

V. Proposed Strategic Plan C……....…….20

VI. Proposed Budget…….....21

VII. Bibliography…….....22

I. Executive Summary

The project's goal is to establish a partnership with a local business and to implement a SoLoMo strategy to boost the business's performance. To accomplish this, we will design and conduct a research study and analyze the results to create an optimal plan for improving our selected business.

The business we selected to work with is "Chill-N Nitrogen Ice Cream". This is an ice cream store that uses nitrogen to freeze a mix upon order to create a fresh creamy product. By using this process no ice cream needs to be kept frozen in storage which reduces the size of ice crystals in the ice cream. Chill-N was founded by Danny Golik who spent 6 months in his garage perfecting the nitrogen ice cream formula. The first store was inaugurated on October, 2012 in Pinecrest, Florida. Their rapid expansion has led them to open four more locations, one of which is now located in Weston, Florida.

The store is decorated with many science related fixtures. The menu is hung up on the wall behind the counter as tiles with abbreviations to mimic the periodic table. Chill-N offers ice cream, sorbet, yogurt, coconut milk, and no sugar added ice cream. They offer a variety of flavors including limited edition seasonal flavors. Their toppings, or "Mix-N's", range from bananas to pop tarts to cookie dough (See figure 1). They hold a huge tank of nitrogen to the left of the entrance that leads to the ice cream makers where the gas spews out of the bowls onto the glass divider. They also have a chalk board where they offer different "equations" or ice cream presets.

Figure 1. Mix-N's.

Weston, Florida is a family oriented community with a growing population of 66,526 people. A large percentage of people are Caucasian with 47.8% being Hispanic or Latino. Many citizens are either born out of state or foreign. The major languages are English and Spanish at an equal percentage. The average range of household incomes is between $40k and $200k per year. According to the U.S. Census, 96.1% of Weston has a high school degree while 58.5% have a bachelor's degree or higher.

The study we conducted was largely based on surveys and questionnaires. We handed out customer profile surveys asking for basic information that had customer satisfaction questions on the back. These questions included rating aspects of the store such as the decorations, the taste, the service, and the price. The different aspects would be rated on a scale of 1 to 5. We also created social media accounts for the store to promote it and plan to observe and record the feedback to posts by counting likes and followers.

The findings of the research indicated that the average customer was a female somewhere between the ages of 13 and 25. There was also a significant amount of 35-54 year olds. In addition, it showed that there was an even split of Hispanics or Latinos and white customers. What we gathered from these results was that most of Chill-N's customers will be teenage girls and young women, typically coming in with friends and family. Using this information, we will create strategies that will incorporate this target market. There was also a noticeable issue that customers had with the price of the ice cream, therefore, we will be creating events that will offer discounts and coupons to lessen the problem.

Our strategic plan goes on for a month and is broken up into 4 different weeks, each with a distinct strategy. Using this SoLoMo campaign we hope to increase sales, awareness, and social media traffic. The first week is called “Chill-N With Friends” and is a promotional event in which, at any time during the week, customers that come into the store with a group of four or more will be rewarded with 25% off their total order. The second week will be “Chill-N’s Coupons For Hashtags”. This is a weeklong event in which we will hire an employee to man a booth in the store where customers will be able to earn coupons. This can be done by having a customer take a picture with their order, post it on any social media, and then show the employee to receive a 20% off coupon. Week 3 is centered around social media marketing. By scheduling live streaming events and hiring a professional marketer we plan on expanding our social media outlet. The fourth and final week goes by the name of “Netflix and Chill-N” and is our biggest event. It will consist of a free movie showing and catering demonstration (See figure 2) at regional park. Projecting a movie onto a wall is a known event in the area and has gotten up to 500 people to attend. In addition to this we will also have flyers promoting the entire month's schedule on weeks 1 and 3. The metrics we will use to determine the effectiveness of the campaign will be sales records both three months prior, and three months after of the plan, increased traffic flow on social media, and increased orders for the catering service.

Figure 2. Catering event details.

The overall budget for the campaign is $9,000 with weeks 3 and 4 accounting for most of the expenses. They are largely based on the catering event, the marketer consultant, and the flyer distribution.

II. Introduction

A. Description of the business or organization

It all started out with a passion for ice cream, a garage, a few hungry friends, and an idea. Danny Golik spent six months in his garage trying to perfect the nitrogen ice cream formula, and after numerous brain freezes he achieved his goal. In October 2012, the first location was inaugurated in Pinecrest, FL. Since then the business has boomed, opening four more locations including the Weston location. Construction for the Weston location began on February 10 and the grand opening took place on July 2, 2016.

The first thing you see when you walk into the brightly painted store is how crowded it is with families both young and old, smiles painted across their faces as they wait in anticipation for their ice cream being made right in front of their own eyes. A large periodic table themed menu is hung on the wall behind the counter (See figure 1). Big tiles with different bases, flavors, and toppings are abbreviated to mimic the element abbreviations on the periodic table. For example, their cookie dough Mix-N is shown as Cd in bright

Figure . Ice cream making process.

Figure 3. Periodic table themed menu.

blue letters. To the very left of the front entrance there is a glass container that holds a huge metal plated tank of nitrogen that reaches to the ceiling. There are pipes that snake from the top of the tank down to the four ice cream makers that are laid out on the counter behind a glass divider. When they prepare an order, the gas spews out of the bowls, spilling over onto the counter, and out the edge of the divider giving a mad-scientist feel to the entire process (See figure 2). The ice cream makers are simply a keypad to control the flow of nitrogen and a bowl with a yellow piece of plastic to separate the ice cream from the bowl after being prepared. Also behind this divider is an assortment of Mix-N's in little bins placed in the holders allowing them to rest at the height of the countertop (See figure 1). On the opposite side of the counter is a large chalk board with some drawings and a few selected "equations". These are predetermined combinations of flavors and toppings that Chill-N hand crafted themselves. These equations are often seasonal. For example, near Thanksgiving one equation named "Grandma's Apple Pie" had apple pie ice cream with graham crackers and whipped cream. The rest of the store is decorated with blue and gray paintings of science equipment, elements, and rockets. A few light-up plastic frames on the wall have designs on them with some Chill-N sayings. A couple examples are: "If every breath contains nitrogen, then so should every bite of ice cream" or "All of the science, none of the Bunsen Burner" (See figure 4).

The science behind it all is quite simple; a customer will be able to pick from one of the 5 bases. The options are ice cream, sorbet, yogurt, no sugar added, or coconut milk. Then you choose from one of the various flavors, including some limited edition seasonal flavors. Finally top it off by hand picking toppings which are referred as Mix-Ns. Mix-N's can be anything from Mixed Berries to Almonds to Marshmallows. Everything is placed in a mixing bowl, where the nitrogen will do its magic and naturally freeze the mix creating a rich and smooth ice cream experience.

B. Description of the community

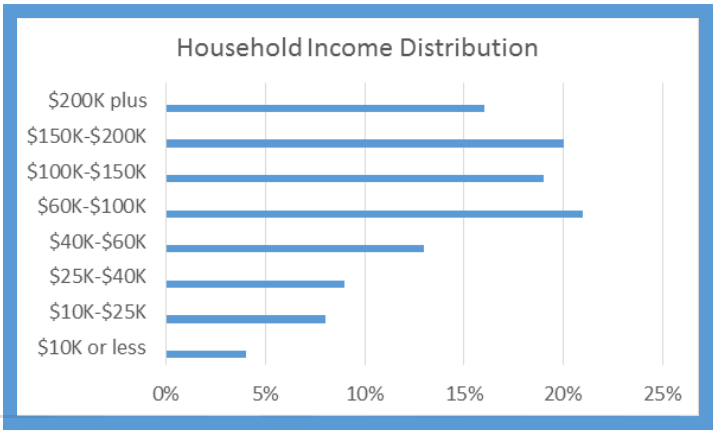
Chill-N is located in the city of Weston, in Broward County, Florida. This young and visually stunning location was established in 1996 making it a little over 20 years old. It has a span of 26.33 square miles or about 68.2 square kilometers. The layout of the city is also a key component because it provides easy commuting to Miami and Fort Lauderdale. Since Florida is known to be the sunshine state, Weston's average temperature is 77.65°F, 42% higher than the nationwide average(54.55°F) and 5.5% higher than the Florida average(73.60°F), making this city the perfect place to enjoy our delicious nitrogen ice cream. On top of it all, there are also many hotspots located throughout the town. The Weston Town

*Figure SEQ Figure * ARABIC 4. City of Weston welcome sign*

Center is a premier and one of a kind shopping center where a vast majority of the population spends time with family and friends, other locations include parks such as Regional and Vista and The AMC Weston 8 movie theater.

The city of Weston has an overall population of 66,526 people. The Community is largely Caucasian representing over 85% of the total population. Of these 85%, 47.8% of the people are Hispanic or Latino. African Americans and Asians each account for 4% and mixed race is about 3%. The major languages are English, spoken by 46% of the people and Spanish, spoken by 45% of people, while the remaining 9% is categorized as other languages. This makes this city one of the most diverse places in Broward County. Alongside Diversity, Weston is also known for its optimal education, A+ rated schools, and wonderful staff. According to the U.S. Census, 96.1% of Weston has a high school degree while 58.5% have a bachelor's degree or higher.

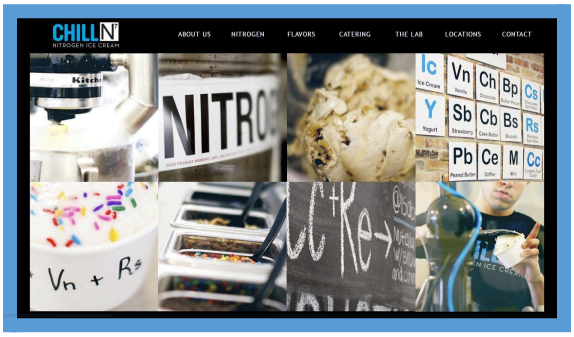
With a High level of education and a vastly Diverse population, the average household income, according to the 2010 US Census, was $93,074, which is 79% higher than the US average income ($51,939). Of the overall population 6.5% live under the poverty level. As for taxes, Weston has a 6% sales tax and 0% income tax. It was also stated



in the US Census that there are over 10,000 firms in the city, 49.2% being Hispanic owned and 27.5% being female owned, with an average revenue of $6,375 per capita.

Weston has various beneficial socioeconomic factors seeing as it has placed 8th in the top 50 best small cities to live in America. This has been achieved through its successful educational programs, continuous economic opportunities, stunning scenery, and affordable housing. Weston has a small unemployment rate of 4.5% due to the city's abundant employment options. It is also home to company powerhouses such as Cleveland Clinic Florida and Ultimate Software.

C. Overview of the business or organization's current promotional strategies and practices



Currently Chill-N Weston has two social media channels. The Facebook page, and the Instagram page that we have created for them. In addition, they also have a well-designed interactive website (See figure 7). The business is promoted through all three forms but there is a significant difference in customer activity in the Facebook page. Aside from social media, promotional events have taken place in the past.

The company also promotes themselves through their Wi-Fi, sending messages and emails to customers who have joined into their Wi-Fi previously

and have not returned to the store recently, offering them a discount on their next purchase in order to encourage them to come back.

III. Research Methods Used In The Study

A. Description and rationale of research methodologies selected to conduct the research study

We have chosen to use surveys as our primary research method. Using these surveys, we hope to establish a customer profile and see who the average Chill-N Ice Cream customer is. In addition, we have created a customer satisfaction survey where customers rate different aspects of the store on a scale of 1 to 5. This will provide feedback and criticism that can be used to improve the business where its customers may think it is lacking. Surveys will show if the company needs to focus on increasing awareness, or convincing people to get in through the door. We will also rely on observational research to see how popular the Chill-N Ice Cream's social media has improved since our 4-week campaign has been implemented.

B. Process used to conduct the selected research methods.

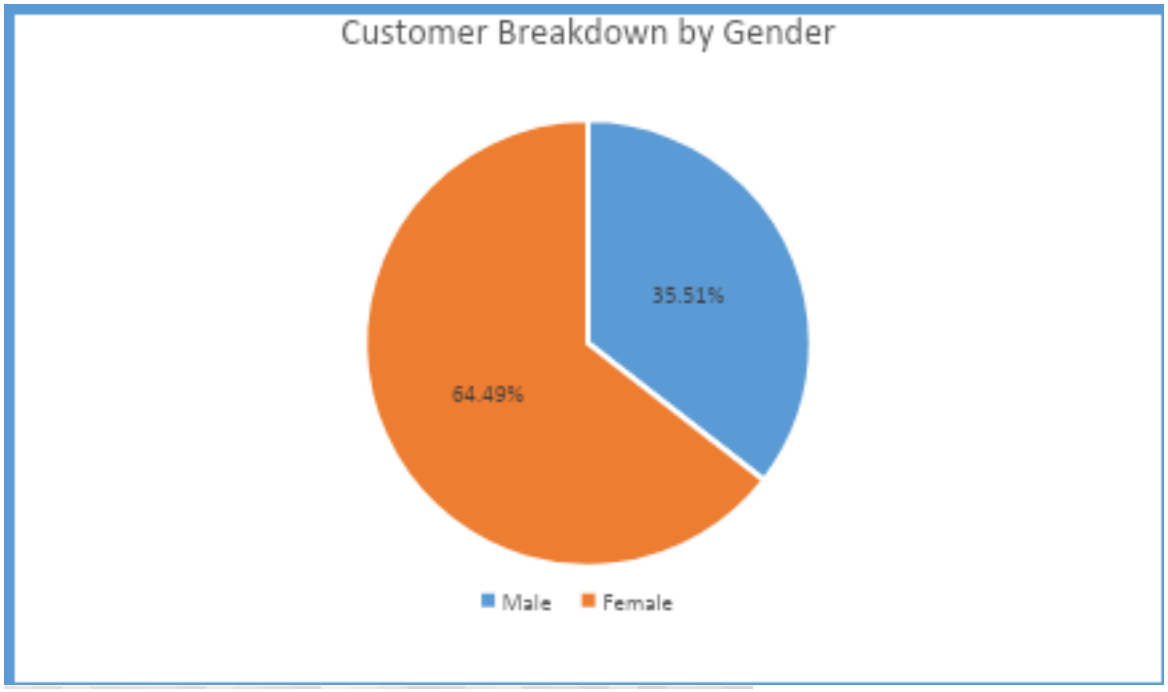
Both customer profile and customer satisfaction surveys will be handed out to customers in the store. Because of Chill-N's unique process a customer will need to wait at least 5 minutes. We plan on taking advantage of this time to ask them to complete the survey. We will also pass out coupons with completion of

the survey. In addition, we have created Weston specific Chill-N Ice Cream social media accounts to optimize promotion within the area and will record all views, likes, follows, and retweets to determine if it is gaining momentum.

IV. Findings And Conclusions Of The Study

A. Findings of the research study

The surveys were created to determine Chill-N's average customer and target market. In addition to the customer profile section of the survey there was also a customer satisfaction questionnaire evaluating different aspects of the store including service, taste, atmosphere, price, and likelihood to recommend. These are the findings of the conducted surveys.



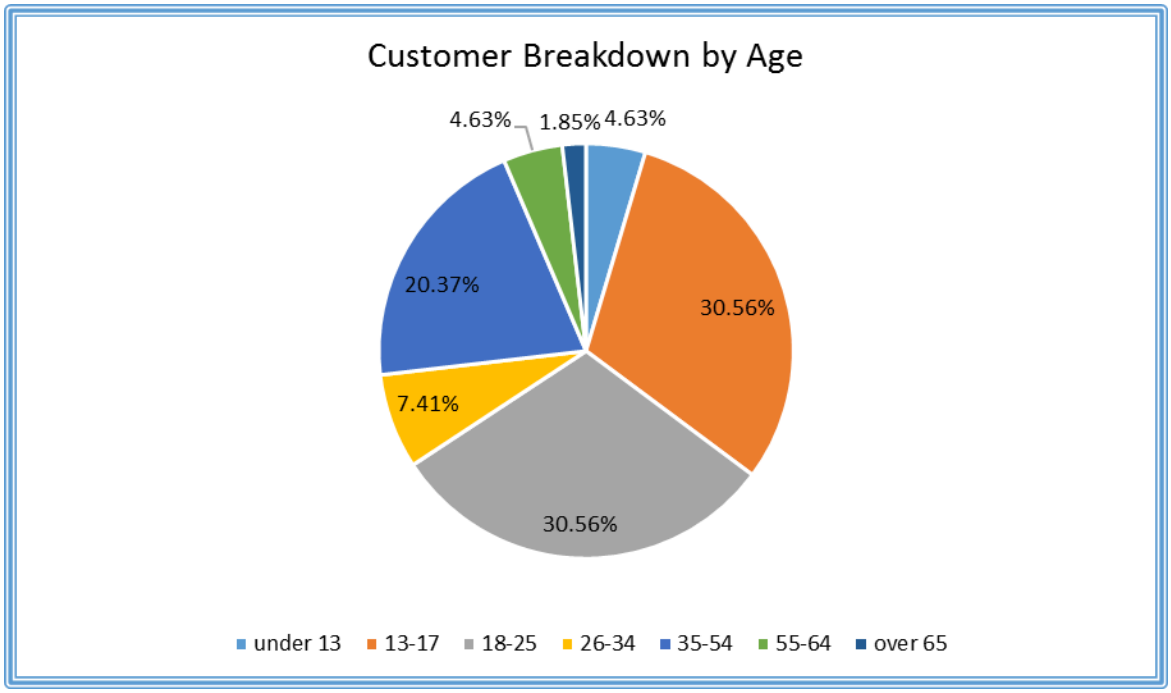
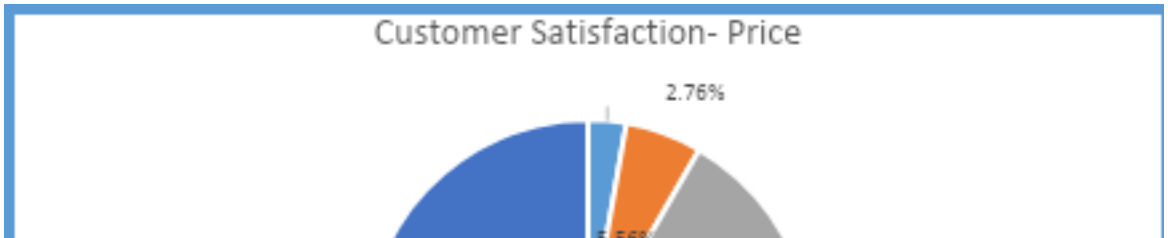


Figure 8. The more largely represented age groups were 13-25 with a significant number of 35-54 year olds.



Customer Satisfaction- Likelihood to Recommend
0.96%0.96%
18.27%
79.81%
Will not
Unlikely
Undecided
Very Likely
Will

How Often Customers Check Chill-N's Social Media
70%
60%
50%
40%
30%
20%
10%
0%
Never
Now and then
Sometimes
Frequently
Everyday
15%
10%
5%
0%
Instagram
Twitter
Facebook
Snapchat
None of the above

B. Conclusions based on the findings

- **Customer Breakdown**

  A majority of customers were female so certain strategies should be more relevant to that group. In addition, the most commonly recorded age groups were 13-17 and 18-25. There was also a significant number of 35-54 year olds. This could signify a large number of teenagers and families coming to Chill-N. As a result, our plan should revolve around teenagers, young adults, and families. As for the average race, the two major ones were white and Hispanic or Latino. Very few other races were represented so strategies should be geared toward the previously mentioned ones as they are evenly split.

- **Customer Satisfaction**

  The customer satisfaction results were very high in every category with the exception of price. Clearly, the service, atmosphere, and taste are all appreciated and do not necessarily need work. As for the price, we will incorporate many chances for customers to save money and get discounts. Despite the lower ratings of the price, many customers still stated there was a high chance they would recommend Chill-N to others.

- **Social Media**

  Our research found that Instagram and Snapchat were the most used social media by our customers. In addition, we also learned that

many of our customers are both unaware, and do not check, our social media. As a result, we will create a social media account and go about different ways of promoting it and encouraging customers to be active on it.

V. Proposed Strategic Plan

A. Objectives and rationale of the proposed strategic plan

Our strategic plan's main purpose is to increase awareness to Chill-N Weston's Instagram account, and to also help incoming and existing customers be more involved with the store's promotional events. This will be accomplished by implementing the SoLoMo factor into the four-week plan, which will provide customers with opportunities to fall in love with our deliciously made nitrogen ice cream.

Goals:

- Amplify traffic flow in our social medias.
- Enhance sales by 25%, later stabilizing with a steady increase of 5% per quarter.
- Attract new customers.
- Boost awareness for Chill-N's catering service.

B. Proposed activities and timelines

We will be conducting a four-week campaign that will look to improve Chill-N's current Social, Local, and Mobile strategies. Each week is specifically designed to augment upon a certain strategy.

Timeline

- **Week 1: Chill-N With Friends**

  The opening campaign will consist of a weeklong promotional event during which customers who arrive in a party of four or more will be awarded a 25% discount on their total order. This will hopefully encourage customers to come in with friends and family, additionally increasing sales and awareness. Throughout the week, flyers will be distributed at hotspots in the city of Weston, Instagram posts will be made, and window front posters will be put up. The flyers and posters will be created by our hired art designer Bruce Behren. The posters and flyers will contain the entire schedule for the promotional events planned for the month during which the campaign is being executed. Three employees will be hired to distribute 75 flyers during two hour periods for four days at specified locations such as Town Center and the Weston Plaza. This will add up to a grand total of 1,800 flyers to be passed out.

- **Week 2: Chill-N: Coupons For Hashtags**

  The following week will be kicked off by our coupons for hashtags campaign. During this promotional time, customers will have the opportunity to earn a 20% off coupon for their next visit by posting a picture of them and their ice cream on a social media of their choosing. An employee will be manning a booth in the store where customer may choose to take their pictures or show the employee that they posted the photo to verify that they have earned the discount. The employee will make sure to check the date the picture was posted to assure that no one is reusing old photos. We hope that this event will help raise awareness and entice others to both be active on our social media pages, and visit Chill-N.

- **Week 3: Social Media Marketing**

  The third week of our plan consists of various social media marketing strategies. First, we will hire Candi Karsjens, a marketer consultant, who will be in charge of the social media marketing for the entire week. She will work five hours a day making frequent posts and interacting with users online. Mrs. Karsjens will also manage live streaming events through social media. She will be working for the entire week and streaming different activities on Wednesday, Friday, and Saturday. She will be promoting Chill-N, showing customers different ice cream equations, and showing everyone how the creamy product is made.

During this week flyer distribution will recommence. The same process used in week 1 will used to promote the final week of the campaign.

- **Week 4: Netflix and Chill-N**

  For the final week of the campaign, we will prepare for the complimentary catering event that will take place on a Saturday night. The event will be sponsored by the city of Weston, the YMCA, and will consist of a movie showing combined with a free demonstration of our premium catering service. At Regional Park we will have their staff set up a projector and face it against a screen wall to play Star Wars: Rogue One. We have agreed upon this movie because it targets our key market, which is teenagers and young adults, ages 13 to 25 years old. They have done this several times before where families will bring lawn chairs and snacks to watch and relax with friends. Every time there has been a big turnout of about 500 people. We plan on giving out free small cups of ice cream with limited flavors and toppings to promote both Chill-N and their catering service. Bruce Behren also designed business cards to be handed out to all those interested in trying the catering service. The sample will be using the gold pack or "Au" deal where customers will have access to 4 flavors and 8 toppings. The flavors we selected to offer are vanilla, strawberry, chocolate, Dulce de Leche and the Mix-N's are rainbow sprinkles, marshmallows, M&M's, cookie dough, almonds, mixed berries, gummy bears, and Oreos. This will be our biggest event,

and we hope that it will have positive effects on increasing customer activity in our store, and social media.

C. Proposed metrics or key performance indicators to measure plan effectiveness

To determine the effectiveness of our plan we will track a number of variables. First, we will compare the sales between the three months prior to the plan, and three months after. If there is a significant difference, we will contribute it at least partially to the campaign. We will also measure the amount of traffic on our social media pages to see whether or not the increased activity had an impact. By counting likes, follows, and hashtags we can find out if more customers are being active on our social media. While we may be unable to calculate how many new customers we are receiving, we can determine if the catering service has gained more popularity. This will be done by comparing the number of catering events before and after the campaign.

VI. Proposed Budget

Expense	Description	Unit cost	Quantity	Duration	Total
Employees	**Employees will pass out flyers**	**$8.10**	**3**	**2 hours for 6 days**	**$291.6**

Marketer consultant	In charge of running social media accounts	$32.50	1	5 hours for 7 days	$1,137.50
Chill-N Au	Catering service	$8 per person	500	1 night	$4,000
Employees	Employees will provide help with catering	$8.10	2	5 hours	$81
Supplies	Ice-cream cups, Napkins, Spoons will be provided by chill-N	N/A	500 each	N/A	$500
Flyers	Custom made flyers to be printed out	$.69	1,800 copies	N/A	$1,240
Coupon loss	Estimated amount of money lost from coupons	N/A	N/A	N/A	$1,534.9
Poster	24” by 36” self-adhesive poster	$40	1	N/A	$40
Business Cards	Custom made business cards to be distributed during Netflix and Chill-N	$.04	500	N/A	$25
Graphic arts designer Bruce Behren	In charge of poster, flyer, and business card design	$10/h and a $100 dollar fee		5 hours	$150

Total	$9,000

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